

**REMARKS**

Entry of the amended claims is proper under 37 C.F.R. §1.116 since the amendments: (1) place the application in condition for allowance (for the reasons discussed herein); (2) do not raise any new issues requiring further search and/or consideration (since the amendments amplify issues previously discussed throughout prosecution without incorporating additional subject matter); (3) satisfy a requirement of form asserted in the previous Office Action; and/or (4) place the application in better form for appeal (if necessary). Entry is thus requested.

By the present response, Applicant has amended claims 21, 40 and 61 to further clarify the invention. Claims 21-65 are pending in this application. Reconsideration and withdrawal of the outstanding rejections and allowance of the present application are respectfully requested in view of the above amendments and the following remarks.

In the Office Action, claims 21-39, 61, 62 and 65 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,929,849 (Kikinis) in view of U.S. Patent No. 5,818,935 (Maa) and further in view of U.S. Patent No. 5,778,181 (Hidary et al.). Claims 40-60 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of U.S. Patent No. 6,467,093 (Inoue et al.) further in view of Maa and Hidary et al. Claim 63 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of Maa and Hidary and further in view of U.S. Patent No. 6,154,771 (Rangan et al.). Claim 64 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of Maa and Hidary and

further in view of U.S. Patent No. 5,774,666 (Portuesi).

35 U.S.C. § 103 Rejections

Claims 21-39, 61, 62 and 65 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of Maa and Hidary et al. Applicants have discussed the deficiencies of Kikinis and Maa in Applicants' previously filed responses and reassert all arguments submitted in those responses. Applicants respectfully traverse these rejections and provide the following additional remarks.

Hidary et al. discloses a system for integrating video programming with the vast information resources of the internet. A computer based system receives a video program with embedded URLs. The URLs, the effective address of locations or websites on the internet, are interpreted by the system and direct the system to the website locations to retrieve related web pages. Upon receipt of the web pages by the system, the web pages are synchronized to the video content for display. The video program signal can be displayed on a video window on a conventional computer screen. The actual retrieved web pages are time stamped to also be displayed, on another portion of this display screen when predetermined related video content is displayed in the video window.

Regarding claims 21 and 61, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of each of these claims of, *inter alia*, receiving a digital signal including channel data

and product information containing product identifying information and at least one URL, comparing the product identifying information received in the product information with previously stored product identifying information, or storing the product information including the received product identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information. As noted in Applicants' previously filed response, Kikinis merely relates to providing URLs that are associated with images in TV presentations and transmitted between the transmitted frames of the TV presentation where the URLs are stripped and initiate access to the internet to a web page providing more information regarding the image. This is not receiving a digital signal including channel data and product information containing product identifying information and at least one URL, as recited in the claims of the present application.

The Examiner admits that Kikinis does not disclose or suggest comparing and storing the received product information only if it does not compare with previously stored information, and the URL and either an icon image or still image being displayed in a window in response to activation of a web-surfing button, but asserts that Hidary and Maa disclose these limitations. Specifically, the Examiner appears to assert that Maa discloses a URL and either an icon image or still image being displayed in a window in response to activation of a web-surfing button, in Fig. 3 and col. 6, lines 7-52. However, Maa merely discloses displaying the table shown in Fig. 3 when the viewer pushes a button on a remote control. The table disclosed in Maa is not

displaying an icon image or a still image with a URL, as recited in the claims of the present application. The Examiner attempts to overcome this deficiency in Maa by referencing item 57 in Fig. 2C of Kikinis. However, neither Kikinis nor Maa provide any teaching or suggestion to make this combination. For a valid combination of references under § 103, there must be some teaching or motivation in the asserted reference to make the combination. This does not exist and, therefore, this is an invalid combination. Further, one of ordinary skill in the art would have no motivation to make this combination.

Moreover, the Examiner appears to assert that Hidary discloses comparing and storing product information only if it does not compare with previously stored information in Fig. 3 and col. 5, lines 16-33. However, these portions merely disclose detecting identical URLs sent directly after one another where if the particular URL has been received previously, the next URL is accessed, and if the URL has not been received it is then added to the URL list. This is not comparing product identifying information received in the product information with previously stored product identifying information, or storing the product information including the received product information and the at least one URL only if the received product identifying information does not compare with the previously stored product information, as recited in the claims of the present application. The URL disclosed in Hidary et al. merely relates to addresses of locations of websites on the internet. The URLs in Hidary et al. are used to direct the system to the website locations to retrieve related web pages. This has nothing to

do with product identifying information or comparing product information with previously stored product information, as recited in the claims of the present application. The limitations in the claims of the present application relate to product information containing both product identifying information and at least one URL where the product identifying information is compared. This is not disclosed nor suggested in Hidary et al. nor any of the other cited references.

Regarding claims 22-39, 62 and 65, Applicants submit that these claims are dependent on one of independent claims 21 and 61 and, therefore, are patentable at least for the same reasons noted previously regarding these independent claims.

Accordingly, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of each of claims 21-39, 61, 62 and 65 of the present application. Applicants respectfully request that these rejections be withdrawn and that these claims be allowed.

Claims 40-60 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of Inoue et al., Maa and Hidary. Applicants respectfully traverse these rejections.

Regarding claim 40, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of this claim of, *inter alia*, a data separator which separates a digital signal into channel data and service data including product information containing product identifying information and at

least one URL, a section filter which separates the product information from other forms of service data, the section filter comparing the product identifying information received in the product information with previously stored product identifying information, or a memory storing the product information including the received identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information. As noted previously, neither Kikinis, Maa, nor Hidary disclose or suggest these limitations in the claims of the present application. Further, Inoue et al. does not overcome the substantial defects noted regarding these cited references.

Regarding claims 41-60, Applicants submit that these claims are dependent on independent claim 40 and, therefore, are patentable at least for the same reasons noted previously regarding this independent claim.

Accordingly, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of each of claims 40-60 of the present application. Applicants respectfully request that these rejections be withdrawn and that these claims be allowed.

Claim 63 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis in view of Maa, Hidary and Rangan et al. Applicants respectfully traverse this rejection and submit that this claim is dependent on independent claim 61 and, therefore, is patentable at least for the same reasons noted previously regarding this independent claim. Applicants submit that

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Rangan et al. does not overcome the substantial defects noted previously regarding Kikinis, Maa and Hidary.

Accordingly, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of claim 63 of the present application. Applicants respectfully request that this rejection be withdrawn and that this claim be allowed.

Claim 64 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kikinis, Maa, Hidary and Portuesi. Applicants respectfully traverse this rejection and submit that this claim is dependent on independent claim 1 and, therefore, is patentable at least for the same reasons noted previously regarding this independent claim.

Accordingly, Applicants submit that none of the cited references, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of claim 64 of the present application. Applicants respectfully request that this rejection be withdrawn and that this claim be allowed.

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### CONCLUSION

In view of the foregoing amendments and remarks, Applicants submit that claims 21-65 are now in condition for allowance. Accordingly, early allowance of such claims is respectfully requested. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
FLESHNER & KIM, LLP



Daniel Y.J. Kim  
Registration No. 36,186  
Frederick D. Bailey  
Registration No. 42,282

P.O. Box 221200  
Chantilly, Virginia 20153-1200  
703 766-3701 DYK/FDB:tlg

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**Please direct all correspondence to Customer Number 34610**